



WBQH
1050AM SILVER SPRING, MD

COMMUNITY COMMITMENT REPORT
4TH QUARTER 2012
SEPTEMBER 30TH • DECEMBER 29TH

MELVIN R. CHASE, JR.
DIRECTOR OF PUBLIC AFFAIRS
NEWS ADMINISTRATOR

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PARENTS PERSPECTIVE

Sandra Burt and Linda Perlis produce and host the award-winning weekly radio program, *Parents' Perspective*, interviewing guest experts on a different child rearing issue each week.

④ Dec. 23rd

PP #1 • 4:30am • 28 min • Bulling
PP #2 • 5:00am • 28 min • Plugged In Kids
PP #3 • 5:30am • 28 min • Children's Friendships
PP #4 • 6:00am • 28 min • Ethics for Children

④ Dec. 16th

PP #1 • 4:30am • 28 min • Our Legacy to Our Children
PP #2 • 5:00am • 28 min • Parenting A Growth Experience
PP #3 • 5:30am • 28 min • Down Time
PP #4 • 6:00am • 28 min • Kids Making Mistakes

④ Dec. 9th

PP #1 • 4:30am • 28 min • Understanding Stressed Behavior
PP #2 • 5:00am • 28 min • Environmental Education
PP #3 • 5:30am • 28 min • Twin Siblings
PP #4 • 6:00am • 28 min • Intergenerational Relationship

④ Nov. 25th

PP #1 • 4:30am • 28 min • Color Theory
PP #2 • 5:00am • 28 min • Ethics For Children
PP #3 • 5:30am • 28 min • Tricks of the Trade
PP #4 • 6:00am • 28 min • Plugged In Kids

④ Nov. 18th

PP #1 • 4:30am • 28 min • Tricks of the Trade
PP #2 • 5:00am • 28 min • Children's Friendships
PP #3 • 5:30am • 28 min • Cooking For Life
PP #4 • 6:00am • 28 min • Environmental Education

④ Nov. 11th

PP #1 • 4:30am • 28 min • Color Theory
PP #2 • 5:00am • 28 min • Advertising to Kids in Cyberspace

④ Nov. 4th

PP #1 • 4:30am • 28 min • Intergenerational Relationships
PP #2 • 5:00am • 28 min • Our Legacy to Our Children

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- ④ Oct. 28th
PP #1 • 4:30am • 28 min • Children's Friendships
PP #2 • 5:00am • 28 min • Cyberspace Advertising for Children

- ④ Oct. 21st
PP #1 • 4:30am • 28 min • Hearing
PP #2 • 5:00am • 28 min • Down Time

- ④ Oct. 14th
PP #1 • 4:30am • 28 min • Plugged In Kids
PP #2 • 5:00am • 28 min • Children's Friendships

- ④ Sept. 30th
PP #1 • 4:30am • 28 min • The Color Theory
PP #2 • 5:00am • 28 min • Ethics for Children

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MUSIC AND THE SPOKEN WORD

"From the crossroads of the West, we welcome you to a program of inspirational music and spoken word." Those words, from more than seven decades ago, still open the program. Today, Music and the Spoken Word has become the world's longest-running continuous network broadcast and is carried on more than 2,000 radio and television stations and cable systems. It has been broadcast from locations across the country and around the world.

- 🎧 Dec. 23rd • 4:00am • 28:00 min
- 🎧 Dec. 16th • 4:00am • 28:00 min
- 🎧 Dec. 9th • 4:00am • 28:00 min
- 🎧 Nov. 25th • 4:00am • 28:00 min
- 🎧 Nov. 18th • 4:00am • 28:00 min
- 🎧 Nov. 11th • 4:00am • 28:00 min
- 🎧 Nov. 4th • 4:00am • 28:00 min
- 🎧 Oct. 28th • 4:00am • 28:00 min
- 🎧 Oct. 21st • 4:00am • 28:00 min
- 🎧 Oct. 14th • 4:00am • 28:00 min
- 🎧 Sept. 30th • 4:00am • 28:00 min

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OF CONSUMING INTERESTS

Of Consuming Interests focuses on consumer issues, offering tips on everything from selecting health care programs to avoiding telemarketing scams. Shirley Rooker, Call For Action's Director, is the host.

- ④ Jul. 16th
OCI #1 • 5:30am • 25:00 min • High School Dropouts
OCI #2 • 6:00am • 25:00 min • Skin Care
- ④ Jul. 2nd
OCI #1 • 5:30am • 25:00 min • Finances with Janet Bodner
OCI #2 • 6:00am • 25:00 min • Mental Illness with Katie Slye
- ④ Aug. 19th
OCI #1 • 5:30am • 25:00 min • Tom Marr
OCI #2 • 6:00am • 25:00 min • Marc Parson
- ④ Aug. 12th
OCI #1 • 5:30am • 25:00 min • Consumer Checkbook
OCI #2 • 6:00am • 25:00 min • Heart Health
- ④ Aug. 5th
OCI #1 • 5:30am • 25:00 min • Insurance Show
OCI #2 • 6:00am • 25:00 min • Joan Goldwasser
- ④ Jul. 29th
OCI #1 • 5:30am • 25:00 min • Hearing Loss
OCI #2 • 6:00am • 25:00 min • White Collar Crime
- ④ Jul. 15th
OCI #1 • 5:30am • 25:00 min • White Collar Crime
OCI #2 • 6:00am • 25:00 min • ICBA Chris Cole
- ④ Jul. 8th
OCI #1 • 5:30am • 25:00 min • Add On Insurance
OCI #2 • 6:00am • 25:00 min • Heart Health

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ASCERTAINMENT

As part of our continuing effort to serve our listeners, WBQH La Mera Mera talked with various governmental and community leaders about the issues facing our area. The Top Three concerns were: The Economy, Transportation, and Crime and Public Safety. For the seventh straight quarter, The Economy leads all categories.

The Top Issues were:

1. The Economy
2. Transportation
3. Crime and Public Safety
4. Government Accountability
5. Education
6. Energy Policy
7. Health Care
8. Immigration Reform

PUBLIC SERVICE CAMPAIGNS

WBQH La Mera Mera, in addition to its public affairs programming, broadcasts the following public service campaigns:

- Childhood Asthma
- Childhood Obesity Prevention
- Community Engagement
- Drunk Driving Prevention
- Emergency Preparedness
- Employment Opportunities
- Financial Literacy
- Foreclosure Prevention Assistance
- Foreclosure Rescue Scam Prevention
- Health and Wellness
- High School Dropout Prevention
- Hispanic College Preparation
- Immigration Reform
- Internship Opportunities
- March of Dimes
- Nutrition Education
- Underage Drinking Prevention